ORDER

Orders 208303 Order / Rev: Alt Order #: 6856066 Product Desc: PESTKA FOR CONGRESS Estimate: WOTV 2372 Flight Dates: 09/26/12 - 10/02/12 Primary AE: Petry Philadelphia Original Date / Rev: 09/25/12 / 09/26/12 Sales Office: P-PHI Order Type: REG Sales Region: Nat Name: Agency **Buying Time Buying Contact:** Petry Philadelphia Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 650 Massachusetts Avenue NW Billing Cycle: EOM/EOC Washington, DC 20001-3796 Agency Commission: 15% Advertiser Name: POL/Pestka for Congress Demographic: A35+ New Business Thru:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/30/12	12	\$680.00	\$578.00		
10/01/12	10/02/12	7	\$760.00	\$646.00		

PL1

P5

Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	12	\$680.00	\$578.00	0.00
October 2012	7	\$760.00	\$646.00	0.00
Totals	19	\$1,440,00	\$1,224,00	0.00

00:15:00

IN5252/SP2893/TO824/AL1472

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

AGY, POL, POL-CAND

Order Share	Share	Total
WOTV	1%	\$1,440.00
Market	100%	\$144,000,00

Product Codes:

Revenue Codes:

Priority:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$4,320.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	37%	\$53,280.00
WTLJ	0%	\$0.00
WWMT	32%	\$46,080.00
WXMI	10%	\$14,400.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	17%	\$24,480.00

Lr	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
Εź	WOTV	09/27/12	09/27/12	Daybreak @ 6 Daybreak @ 6	СM	6-7a	T	:30	1	\$30.00P4	0.00 NM	1	\$30.00
	News 8	Daybreak		,									
	<u>Sta</u> ı	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Veek: 09/2	24/12	09/30/12	T	1	\$30.00	0.00						

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Order / Rev:

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6856066

Advertiser:

POL/Pestka for Congress

Alt Order #: Flight Dates:

09/26/12 - 10/02/12

Product Desc: Estimate:

PESTKA FOR CONGRESS

2372

WOTV

Ln Ch S	Start	End	Inventory Code	e Break	Start/End	Time	Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 WOTV 09	9/27/1:	2 09/27/12	,	СМ	6-7a		T	:30	1	\$30.00P4	0.00 NM	1	\$30.00
News 8 Da	avbreal	k	Daybreak @ 6										
Start D	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Ratii	ng						
Week: 09/24/		09/30/12	T	1	\$30.00		.00						
E 2 WOTV 09	9/28/12	2 09/28/12	Daybreak @ 6 Daybreak @ 6	СМ	6-7a		F	:30	1	\$30.00P4	0.00 NM	1	\$30.00
News 8 Da	ybreal	<	Baybreak @ o										
<u>Start D</u> Week: 09/24/		End Date	Weekdays	Spots/Week		Ratir							
E 3 WOTV 10		09/30/12		1 CM	\$30.00 6-7a		00 M	-20		COC. CO.D.4	0.00.1114		
			Daybreak @ 6	Civi	0-1a		v	:30	1	\$30.00P4	0.00 NM	1	\$30.00
News 8 Da													
<u>Start D</u> Week: 10/01/		End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$30.00	<u>Ratir</u>	<u>ng</u> 00						
E 4 WOTV 10			Daybreak @ 6	CM	6-7a		-T	:30	1	\$30.00P4	0.00 NM	1	\$30.00
			Daybreak @ 6					.00	•	φου.σοι 4	0.00 14141	•	φ30.00
News 8 Dag Start D		End Date	Mookdaya	Cnoto/Mask	Data	D - 41-							
Week: 10/01/		10/07/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$30.00	Ratir 0.	<u>19</u> 00						
E 5 WOTV 09	9/28/12	09/28/12	GMA	CM	7-9a		F	:30	1	\$50.00P4	0.00 NM	1	\$50.00
GMA			Good Morning A	merica									•
Start D	ate	End Date	Weekdays	Spots/Week	Rate	Ratir							
Week: 09/24/	12	09/30/12	F	1	\$50.00		00 1 2				i		
E 6 WOTV 09	9/27/12	09/27/12	GMA	CM	7-9a	-	T	:30	1	\$50.00P4	0.00 NM	1	\$50.00
GMA			Good Morning A	merica									
Start D	<u>ate</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Ratin	<u>ıg</u>						
Week: 09/24/1		09/30/12	T	1	\$50.00	0.0	00						
E 7 WOTV 10)/01/12	2 10/01/12	GMA Good Morning Ar	CM	7-9a	١	VI	:30	1	\$50.00P4	0.00 NM	1	\$50.00
GMA			Cood Morning A	nenca									
Start D		End Date	Weekdays	Spots/Week	<u>Rate</u>	Ratin	-						
Week: 10/01/1		10/07/12	M	CM	\$50.00	0.0		-00		A50.00.54	0.00.104		
L 0 WOTV 10.	1102112	. 10/02/12	Good Morning Ar		7-9a	-	-T	:30	1	\$50.00P4	0.00 NM	1	\$50.00
GMA		_	_										
<u>Start Da</u> Week: 10/01/1		End Date 10/07/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$50.00	Ratin	_						
E 9 WOTV 09			·	CM	9a-10a	0.0	F	:30	1	\$20.00P5	0.00 NM	1	\$20.00
			Trisha Goddard		04 104		•	.00	•	Ψ20.001 0	0.00 IVIVI	,	Ψ20.00
Trisha Godo <u>Start D</u> a		End Data	Modelata	C==+= \\ \\ \\ - = \.	5-1-	D .:							
Week: 09/24/1		End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$20.00	<u>Ratin</u> 0.0	_				i		
E 10 WOTV 10	/02/12	10/02/12	M-F 4-5p	CM	4-5p		-T	:30	1	\$25.00P5	0.00 NM	1	\$25.00
The Doctors	^		The Doctors										
Start Da		End Date	Weekdays	Spots/Week	Rate	Ratin	a						
Week: 10/01/1		10/07/12	-T	1	\$25.00	0.0	-						
E 11 WOTV 09/	/26/12	09/26/12		СМ	6-630p	_	W	:30	1	\$75.00P4	0.00 NM	1	\$75.00
News 8 at 6	Spm		News 8 @6p										
Start Da	ate :	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 09/24/1		09/30/12	W	1	\$75.00	0.0	00						
E 12 WOTV 09/	/28/12	09/28/12	News 8 @ 6p News 8 @6p	СМ	6-630p	-	F	:30	1	\$75.00P4	0.00 NM	1	\$75.00
News 8 at 6	pm												
Start Da		End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin	_				[
Week: 09/24/1 E 13 WOTV 10/		09/30/12 10/01/12	F 	1 CM	\$75.00	0.0		.20		¢75.0004	0.00.111	4	075 ^^
_ 10 VVO1V 10/	17 17 12	10/01/12		Civi	6-630p	M		:30	1	\$75.00P4	0.00 NM	1	\$75.00

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WOTV

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Order / Rev: Alt Order #:

Flight Dates:

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6856066 09/26/12 - 10/02/12 Advertiser:

Estimate:

POL/Pestka for Congress

Product Desc:

PESTKA FOR CONGRESS

2372

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
		News 8 @6p									
News 8 at 6pm		0-1									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12	10/07/12	M	1	\$75.00	0.00						
E 14 WOTV 10/01/1	2 10/01/12	Mon Prime Other Monday 8-10p	2 CM	8-10p	M	:30	1	\$500.00P4	0.00 NM	1	\$500.00
Dancing w/ Stars	5	worlday 6-10p									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	M	1	\$500.00	0.00						
E 15 WOTV 09/29/1	2 09/29/12	GMA Sa	СМ	8-9a	S-	:30	1	\$50.00P4	0.00 NM	1	\$50.00
0		GMA Saturday					_	400.001	0.00 14141	'	ψ50.00
Good Morning Ar			_								
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
E 16 WOTV 09/30/12		GMA Su	1	\$50.00	0.00						
2 10 VVOIV 09/30/12	2 09/30/12	GMA Sunday	СМ	8-9a	S	:30	1	\$50.00P4	0.00 NM	1	\$50.00
Good moring Am	erica	Civil Countary									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	s	1	\$50.00	0.00						
E 17 WOTV 09/30/12	2 09/30/12	ABC This Week	CM	858-10a	S	:30	<u> </u>	\$75.00P4	0.00 NM	1	\$75.00
		ABC This Week						ψ70.001 ·1	0.00 1414	ı	φ/5.00
This Week											
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u>	Rating				į		
E 18 WOTV 09/30/12			1	\$75.00	0.00						
E 10 VVOI V 09/30/12	2 09/30/12	News 8 @ 6 Weel News 8 @6 Weel		6-630p	S	:30	1	\$100.00P5	0.00 NM	1	\$100.00
Sunday 6P News		News 8 @6 Week	ceria								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	S	1	\$100.00	0.00						
E 19 WOTV 09/30/12	2 09/30/12	World News WKN	D CM	630-7p	S	:30	1	\$75.00P5	0.00 NM	1	\$75.00
•		World News Wee	kend		•		•	ψ10.001 O	0.00 INIVI	1	Φ/ Ο.00
Sunday 6P News											
	End Date		Spots/Week	Rate	<u>Rating</u>						
vveek. 09/24/12	09/30/12	S	1	\$75.00	0.00						
									Totals	19	\$1,440.00